

LEO BURNETT COMPANY, Inc.

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Printed in U.S.A.

From Marlboro
to America's low tar and nicotine cigarette smokers-

Marlboro Lights



Lighter in taste,
low in tar.

Some people prefer the taste
of a low tar and nicotine cigarette.
For them, we've made
Marlboro Lights. The same great
quality you get with famous
Marlboro Red—only Lights
were developed especially for
those who prefer the lighter
taste of a low tar smoke.

Marlboro Lights—the new low tar cigarette from America's fastest-growing brand.

Marlboro King: 20 mg "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Aug. '71
Marlboro Light: 14 mg "tar," 1.1 mg. nicotine av. per cigarette by FTC method

